



WPLG

ORDER

Print Date 08/09/12 Page 1 of 2

Flight Dates 08/05/12-08/19/12

Order Sep 00:15:00

Product

Estimate #

Alt Order #

Contract / Revision 255716 /

Original Date / Revision
08/02/12 08/09/12

Agency Com 15%

Billing Contact

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL-Candidate

Priority P-2

Advertiser Ref

Advertiser POL/CARLOS CURBELO

11801 W 25th Terrace
Miami, FL 33175

Agency Dark Horse Strategies

Buying Contact

Sales Office MIA

Sales Region LOC

Agency Ref

11801 W 25th Terrace
Miami, FL 33175

Primary Account Executive

Local House

Account Executive Order% Start Date End Date

Local House 100%

Order Share 100% Market Value 10400

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	10	\$8,840.00	\$10,400.00	0.00	07/30/12	08/19/12	10	\$8,840.00	\$10,400.00
Totals	10	\$8,840.00	\$10,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPLG	08/05/12	08/19/12	This Week (ABC) This Week (ABC)	CM	1030-1130am	-----S	:30	1	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S		1				\$2,000.00		0.00			
		Week: 08/06/12	08/12/12	-----S		1				\$2,000.00		0.00			
		Week: 08/13/12	08/19/12	-----		0				\$0.00		0.00			
N 2	WPLG	08/05/12	08/19/12	TWISF/Michael Putney CM This Week in South Florida	CM	1130a-1230p	-----S	:30	1	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S		1				\$1,000.00		0.00			
		Week: 08/06/12	08/12/12	-----S		1				\$1,000.00		0.00			
		Week: 08/13/12	08/19/12	-----		0				\$0.00		0.00			
N 3	WPLG	08/19/12	08/19/12	This Week (ABC) This Week (ABC)	CM	1030-1130am	-----S	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		2				\$700.00		0.00			
N 4	WPLG	08/19/12	08/19/12		CM	1130a-12p	-----S	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00



Hiatus Dates

Order Sep 00:15:00

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				TWISF/Michael Putney											
				This Week in South Florid											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----S		2			\$500.00		0.00				
N 5	WPLG	08/12/12	08/12/12	TWISF/Michael Putney CM		1130a-1230p	-----S	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
				This Week in South Florid											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	-----S		2			\$1,000.00		0.00				
													Totals	10	\$10,400.00

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SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad Is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. # 2564660

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Robert m Levy
Name

780 N.E. 69 St, Miami, FL 33138
Address

(305) 758-1124
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Robert Hertzberg

3. IF THE AD REFERS TO A CANDIDATE:

~~State~~ support
↓

- a. The name of the candidate is Katherine Fernandez Rundle
- b. The candidate seeks election to the office of State Attorney in
the ☒ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is _____
- b. The Purchaser is _____

NOTE: If the ad relates to an issue of state or local (not national) importance
and does not refer to a candidate, only this Form should be filed in the Political
File. Do not file the Order.



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Flight Dates 08/12/12-08/13/12

Order Sep 00:15:00

Contract / Revision 256466 /

Original Date / Revision
08/09/12 08/09/12

Advertiser ISS/Citizens for Justice

Agency Robert M Levy & Assoc

Buying Contact Stephen Cline

780 NE 69th St
#1703
Miami, FL 33138

Product

Support Katherine Fernandez Runc

Agency Com 15%

Billing Contact

780 NE 69th St
#1703
Miami, FL 33138

Sales Office MIA

Sales Region LOC

Agency Ref

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL ISSUE

Product Codes PL-Ballot-Related

Priority P-2

Advertiser Ref

Primary Account Executive
Local House

Account Executive	Order%	Start Date	End Date
Local House	100%		

Order Share 100% Market Value 10900

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVJ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	6	\$9,265.00	\$10,900.00	0.00
Totals	6	\$9,265.00	\$10,900.00	0.00

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	6	\$9,265.00	\$10,900.00	0.00	07/30/12	08/13/12	6	\$9,265.00	\$10,900.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPLG	08/13/12	08/13/12	M-F 6a LCL News LCL 10 News @ 6am	CM	630a-7a (6:30 AM-7:00 AM)	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$1,200.00		0.00			
N 2	WPLG	08/13/12	08/13/12	M-F 5p LCL News Local 5p News	CM	530p-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$1,400.00		0.00			
N 3	WPLG	08/13/12	08/13/12	M-F 6p LCL News M-F Local News	CM	6-630pm	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$1,800.00		0.00			
N 4	WPLG	08/13/12	08/13/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	M-----	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$3,700.00		0.00			
N 5	WPLG	08/12/12	08/12/12		CM	1130a-1230p	-----S	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00



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Contract / Revision **256466** Flight Dates **08/12/12-08/13/12**

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:15:00

Advertiser **ISS/Citizens for Justice** Product **Support Katherine Fernandez** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
TWISF/Michael Putney																
This Week in South Florid																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 08/06/12		08/12/12	-----S						2	\$1,400.00		0.00				
														Totals	6	\$10,900.00